



Time Inc. In-Store Marketing  
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March 17, 1994

Gary R. Capreol  
PHILIP MORRIS USA  
120 Park Avenue  
7th Floor  
New York, NY 10017-5592

Dear Gary:

Thank you for your time on Tuesday. As promised, enclosed is the latest tobacco store distribution for MediaOne.

Also you'll find our standard research design. The expanded version for the Merit test includes an additional cell. Testing is as follows:

Test Chain: Safeway Baltimore / Washington

14 Stores	Test 1	Ad Only
14 Stores	Test 2	Ad with Free Pack Offer
14 Stores	Control	No ad

Data will be analyzed by Promotion Decisions. We have been working with John Turner and Roy Whalen if you have any research questions. A top line report will be in during the week of April 18 and a final report is expected the week of April 25.

I'll move forward with the Cambridge Brand and will let you know what happens. Let me know if you have any other questions. Thanks again.

Cordially,

A handwritten signature in black ink, appearing to read "Scott".

Scott Taylor  
Vice President Sales  
212-522-9372

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